

SELLING ¹points

February 2010 Vol. 10, No. 8

Monthly Retailer Newsletter

PowerBALL20: So you're new in town?

MEGAball12: Just rolled in.

PowerBALL20: I hear we have lots in common.

MEGAball12: Yeah, big jackpots and a multiplier option that will multiply your non-jackpot winnings. LOL. |

Hi!

Hello!



18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

SIGN AND PLAY
Player Protection Tips
For Retailers.
Details Inside!

Dear Lottery Retailers:

The September issue of *Selling Points* reported the landmark transfer of the two billionth dollar to the Education Lottery Account (ELA) in August. It only took seven and a half years of your support and dedication to raise \$2 billion in net proceeds. With the launch of Mega Millions®, we have an additional tool to raise even more funds to support educational opportunities for South Carolina's students. Only with your help can we increase transfers to education in South Carolina.

Every lottery sale you make contributes to opening a new door of opportunity for a student in our state. By selling both Mega Millions® and Powerball®, you can help unlock even more doors for the state's students and support meaningful and essential educational endeavors in the Palmetto State. The Lottery estimates that Mega Millions® sales will generate an additional \$15 to \$25 million in transfers to the ELA!

Ask your Lottery Representative for innovative ideas on how to market Mega Millions® and Powerball® to your customers. And thank you for helping us make a discernable difference in South Carolina!

SCEL staff and I look forward to building on our successes with you. You should be very proud of the contributions you are making. I certainly am.

Sincerely,

Paula Harper Bethea

Paula Harper Bethea
Executive Director

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing/Extra Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



SIGN & PLAY

SIGN IT – Strongly encourage your lottery players to sign the back of their tickets immediately after purchase. Signing the ticket back protects both you and the player.



ENCOURAGE YOUR PLAYERS TO PROTECT THEMSELVES

By ViVi Simons, Publications Manager

You may have noticed some of the new Point of Sale materials include a **"Sign It NOW"** message encouraging players to sign the back of their tickets immediately after purchase. All lottery tickets, both instant and online, are "bearer instruments." The Lottery must pay the person who physically holds an un-signed winning ticket when the claim is made. By signing the ticket the player claims ownership and the signature helps to protect your players in the event the ticket is stolen or misplaced. SCEL is not responsible for lost or stolen tickets.

Your terminal now prints a receipt for every ticket scanned. If a player believes he or she has a winning ticket and the terminal did NOT confirm the ticket as a winner, or a player thinks the winnings should be greater than the amount validated by the terminal, you can provide the terminal receipt to the player. For non-winning tickets, encourage your staff to give players the terminal receipt for all non-winning tickets scanned and return the original ticket to the customer. For winning tickets, the staff member can immediately reprint a copy of the terminal receipt confirming the winning amount to the player.

News about stolen tickets or lottery scams occurs too often. As the retailer network in this state is well aware, in most of the Lottery's criminal investigations, retailers are the victims of having tickets stolen, not the other way around.

With the tight economy causing an increase in the number of scams, SCEL has set up a Player Protection FAQs page on the SCEducationLottery.com website. This webpage has tips on checking tickets at the time of purchase, signing tickets and using a ticket checker. Tips on how to avoid being the victim of a lottery scam as well as what to do if a person thinks he or she may be the target of a scam are also available on this site.

If a customer mentions receiving a phone call or a letter from this or any other lottery stating the customer is due a large lottery prize but a small processing fee must be paid up front, please encourage your customer to view the Player Protection FAQs at SCEducationLottery.com. Remind your customers that if a lottery from which they did not purchase a ticket, located somewhere they do not live or have never visited, contacts them about winnings that sound too good to be true, it probably is a SCAM.

Legitimate lotteries do NOT:

- 1) Call collect;
- 2) Ask for credit card numbers or bank information;
- 3) Guarantee you will win a prize or require you to join a prize pool; and/or
- 4) Ask a winner to pay anything up front in order to receive a prize.

MEGA MILLIONS® & POWERBALL® MADE FOR EACH OTHER

By Holli Armstrong, Publications Copywriter

With tickets for two, multi-state, jackpot games at your disposal, now is the time to ASK FOR THE SALE. You might even qualify to win \$500 in the **Mega Millions® Retailer Promotion**. Here are three strategies to try:

1. Begin by informing customers you now sell **Mega Millions®** tickets.
“Mega Millions® tickets just went on sale, want to try one?”
“You don’t have to travel out-of-state to play Mega Millions®. Here in SC you can also play the Megaplier® to multiply your non-jackpot winnings.”
“The Mega Millions® jackpot is \$__ for tonight’s drawing.”
2. **Mega Millions®** is the perfect complement to **Powerball®**. As a lottery retailer, try marrying **Mega Millions®** together with **Powerball®**. With two jackpots, your players are sure to want tickets for both.
“Do you want a Mega Millions® ticket along with Powerball®?”
“Would you like to buy both jackpot games?”
3. Friendly competition never hurt anyone. Play the games off each other.
“You have a Mega Millions® ticket, but the Powerball® jackpot is over \$100 million. Do you want a Powerball® ticket too?”
“You play Powerball®, but Mega Millions® has the higher jackpot.”

MEGA MILLIONS® RETAILER PROMOTIONS

1 “ASK FOR THE SALE” PROMOTION

Promote Mega Millions® with Megaplier® for the chance to WIN!

ASK FOR THE SALE!

There will be TWO (2) separate Mega Millions® “Ask for the Sale” qualifying periods.

Mega Millions® QUALIFYING PERIODS	DRAW DATES
1 January 31, 2010 through February 20, 2010	February 22, 2010
2 February 21, 2010 through March 13, 2010	March 15, 2010

★★ “ASK FOR THE SALE” PRIZE ★★

The TOP 2 RETAILER LOCATIONS IN EACH COUNTY with the highest, total Mega Millions® sales* will win \$500! Double your ticket sales by suggesting Megaplier® to all your Mega Millions® customers!

Everyone can get in the game with... A total of \$46,000 to be awarded in the “ASK FOR THE SALE” promotion for each three-week qualifying period.

2 “MYSTERY SHOPPER” PROMOTION

Update your jackpot sign for the chance to WIN!

Update your new Powerball®/Mega Millions® jackpot sign and a Lottery representative will give you an entry postcard to send in to your regional Lottery Office...



★★ “MYSTERY SHOPPER” PRIZE ★★

600 gift cards worth \$50 each will be awarded statewide, 200 winners per region.
Up to \$30,000 will be awarded.

DEADLINE & DRAW DATES

Entry deadline is March 12, 2010.
Drawing will be held the week of March 15.

PROMOTION PERIOD

January 31, 2010 (Mega Millions® launch date) through March 13, 2010

A grand total of \$122,000 will be awarded.

The Mega Millions® retailer promotion is a great reason to “Ask For The Sale” and “Update New Jackpot Signs!”

* Based solely on “Mega Millions®” sales totals.



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MEGAball12: Just rolled in.

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SAY “HELLO” TO MEGA!

By Stephanie Hemminghaus, Media Relations Manager

There’s a new game in town that is fast becoming the hottest ticket around! **Mega Millions®** arrived in late January and players are already embracing the game in force.

Last fall, SCEL’s Commission voted to add **Mega Millions®** to the lineup of games currently offered for sale in the Palmetto State. The unanimous vote allowed cross-selling of **Mega Millions®** and **Powerball®**. Before such an agreement, states that sold one of the big jackpot games could not sell the other.

Be sure to ask your customers if they would like to purchase a **Mega Millions®** ticket. Like **Powerball®**, **Mega Millions®** offers a multiplier for an additional \$1 per play. If you would like to showcase **Mega Millions®**, ask your MSR about hosting a promotion.

WHEEL OF FORTUNE

YOU COULD WIN A SPIN!

You could win up to \$100,000 instantly OR enter a second-chance drawing to win a trip to Hollywood for your chance to audition to be a contestant on TV’s Wheel of Fortune!

WIN UP TO 15 TIMES!

Overall odds of winning an instant prize are 1 in 3.47. Odds of winning a top prize are 1 in 600,000. Odds of not winning are 1 in 1.45. Availability of prizes may vary depending on end of game requirements. For more information on entry deadlines and official rules, visit sceeducationlottery.com or call 1-800-735-9819. Information on entry deadlines and official rules, visit sceeducationlottery.com or call 1-800-735-9819.

By Christine Green, Product Manager

The \$5 **Wheel of Fortune®** instant game has arrived, giving players a chance to match letters for prizes! Players can win instant prizes from \$5 to \$100,000. Remind your players to save their non-winning tickets to enter the **Wheel of Fortune second-chance promotion**.

Second-Chance Promotion: Players can enter their non-winning **Wheel of Fortune®** tickets online or by mail for a chance to win one of five (5) Grand Prize Trips to Hollywood and an audition for the chance to become a contestant on TV’s

Wheel of Fortune®. All trip winners will also receive a \$1,000 cash prize. In addition, all entries not selected in any of the three (3) Trip Drawings will be eligible to win a final \$100,000 cash prize. Tickets entered by mail that are also entered online will be disqualified.

The odds of winning a trip and the final \$100,000 cash prize depend on the number of entries received. Tell your players to visit the play station at your store for a handout with promotion details. Complete information is available at SCEducationLottery.com.

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5

SELLING POINT
to Ponder

To get customers inside your store, utilize your gas pumps to promote lottery products. Make audio announcements or include lottery reminders on your pump display screens.

Retailer Alert

If you attempt to cash a ticket and receive the message, "CLAIM AT LOTTERY," you MUST RETURN THE ORIGINAL TICKET to the player. Claims cannot be paid without the original ticket.

Holiday CLOSINGS

FEBRUARY:
Monday, February 15: SCEL offices will be closed to observe the Presidents' Day holiday. Retailers will NOT be able to order tickets. Remember to order early. Drawings will be held as scheduled.

Big Winners
THE PRICE IS RIGHT®

By Stephanie Hemminghaus
Media Relations Manager

"Come on down!" Those famous words resounded on the stage in Las Vegas for five SCEL trip winners who were selected to appear on THE PRICE IS RIGHT® last fall.

"I had a wonderful time," said Frances Ginsberg, of Bishopville. The lucky player walked away with amazing memories and a laptop, exercise equipment, luggage and \$1,000 cash!

Columbia's Betty Harrison won a boat, wine cooler and \$2,000! Other S.C. trip winners were Karen Shokes (Charleston), James Kough (Lake City) and John Graham (Murrells Inlet).

For a complete list of currently running promotions, visit SCEducationLottery.com.

RETAILER *Spotlight* Big Daddy's Fireworks
Fort Mill



Roger and the rest of the staff at Big Daddy's Fireworks provide great customer service.

By Monica Moreira, Upstate MSR

Big Daddy's Fireworks in Fort Mill is one of the first places players think to stop for lottery tickets. Located on Carowinds Blvd., the location's customer service keeps players coming back.

Owners Doug and Sharon McManus offer a full selection of scratch-offs and are quick to remind players about the Lottery's online games. "Which games are you playing today?" is a common greeting. The location often hosts promotions and keeps their exterior signage accurate.

The store is open every day. Managers Roger and Jamie are available with game details and their best "Picks of the Day." A lot of players get inspiration from the "Roger's Picks of the Day" for their Pick 3 and Pick 4 number selections.

The phenomenal number of regulars at **Big Daddy's Fireworks** makes this retailer not only a great ticket seller but also an example of how conducting efficient customer service can impact the bottom line.

Big Daddy's Fireworks believes its relationship with the Lottery makes for a recognizable and trustworthy partnership. The results are happy lottery winners and proceeds supporting education in South Carolina.

Should you find yourself on Carowinds Blvd., take a moment to check out what **Big Daddy's Fireworks** has to offer.

Instant Games!

Pick 3

Pick 4

Pick 5

MEGA MILLIONS

POWERBALL

South Carolina Education Lottery

WINNERS'board

\$3,000

3 Times Lucky

Deborah Britt – Lumberton, NC

Purchased from Tiger Mart #1 – Dillon

\$1,000

Bags of Cash

James Robinson, Jr. – Honea Path

Purchased from The Spinx Co. Inc. #225 – Honea Path

\$515

Powerball®

Peter Maffei Jr. – Columbia

Purchased from Kangaroo Express #3271 – Aiken

\$40,000

\$40,000 Cash

Kim Ingersoll – Bluffton

Purchased from Parker's #32 – Bluffton

\$10,000

Red Hot Riches

Sarah Briggs – Laurens

Purchased from Triangle Convenience – Laurens

\$1,000

Cash Bonanza Bonus

William Glover – Barnwell

Purchased from Tiger Express #3 – Barnwell

\$1,000

\$100,000 Super Cash

Robert Hartranft – Spartanburg

Purchased from Li'l Cricket #819 – Spartanburg

\$903

Palmetto Cash 5

Barbara Varalli – Clover

Purchased from Murphy Express #8515 – Clover

\$600

Palmetto Cash 5

Julius Smith – Greenwood

Purchased from Quick Pantry #16 – Greenwood

\$602

Palmetto Cash 5

Taniqua Richardson – Darlington

Purchased from C Mart – Florence

\$1,000

\$100,000 Super Cash

Florence Travers – Columbia

Purchased from Kroger #409 – Columbia

\$20,000

Money Tripler

Kevin Summer – Joanna

Purchased from Zees Food Store – Clinton

Upcoming Games

The following games are scheduled to launch Tuesday, February 2.



Artwork shown is not necessarily representative of final product and is subject to change.

Ending Games *

Please start selling down the following games:

SC-322 Shamrock 4's

Last day to sell:
Wednesday, February 10, 2010

Last day to return:
Friday, March 12, 2010

Last day to redeem:
Tuesday, May 11, 2010

* WATCH FOR **UPDATES** TO
ENDING DATES THAT ARE
SENT VIA YOUR LOTTERY
TERMINAL.

Ticket Alerts *

- Wednesday, February 10: Last day to sell Shamrock 4's (#322).
- Friday, February 12: Last day to return \$100,000 Super Cash (#274).
- Friday, February 19: Last day to return 6 Times the Money (#338).
- Friday, February 26: Last day to return Big League Baseball (#334).

Ending game dates are current as of Tuesday, January 5, 2010.